

Message Text

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SUBJECT: BULGARIAN REQUEST FOR U.S. TOBACCO EXHIBITION

1. DSO BULGARSKI TYUTYUNI (BULGARIAN TOBACCOS) GENERAL DIRECTOR DIMITUR YADKOV REQUESTS USG CONSIDER ORGANIZING AND ARRANGING A COMMERCIAL EXHIBITION DEVOTED EXCLUSIVELY TO TOBACCO. BULGARSKI TYUTYUNI IS PARTICULARLY INTERESTED IN FIELD MACHINERY INCLUDING HARVESTERS (NO DOUBT A REFLECTION OF MANPOWER SHORTAGES IN AGRICULTURAL SECTOR) AND IS PREPARED TO MAKE ARRANGEMENTS FOR FIELD DEMONSTRATIONS. IN ADDITION, BULGARIA IS INTERESTED IN FERTILIZERS, INSECTICIDES, WRAPPERS, DRYERS, BALERS AND OTHER EQUIPMENT RELATED TO THE TOBACCO INDUSTRY. YADKOV NOTED TOBACCO TROWING PROJECTS PRESENTLY BEING CONDUCTED IN BULGARIA WITH R.J. REYNOLDS, AND DIBRELL BROS. OF DANVILLE, VIRGINIA, BUT BULGARSKI TYUTYUNI IS ALSO INTERESTED IN EQUIPMENT MANUFACTURED BY SUCH COMPANIES AS POWELL AND HARRINGTON.
 2. YADKOV'S REQUEST CAME DURING CALL BY AMBASSADOR TO PROMOTE FIRMS EXHIBITING TOBACCO MACHINERY AT U.S. EXHIBIT PLOVDIV FAIR. WHILE INTERESTED IN EQUIPMENT OF FIRMS PARTICIPATING, YADKOV'S INTENTION IS TO HAVE ADDITIONAL BROADER EXHIBIT DEVOTED NOT MERELY TO PROCESSING BUT ALSO TO GROWING TOBACCO, WHICH WOULD BE OF INTEREST ALSO
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TO TOBACCO GROWERS IN YUGOSLAVIA, ROMANIA, HUNGARY, POLAND, USSR AND GREECE. HE ADDED THAT HE WAS IN POSITION TO GIVE ASSURANCE THAT "ALL FACILITIES" WOULD BE GIVEN FOR SUCH EXHIBIT AND DEMONSTRATIONS. AMBASSADOR

SAID WE WOULD FORWARD REQUEST; SUGGESTED A SPRING U.S. EXHIBIT AT THE SPECIALIZED PLOVDIV FAIR MIGHT BE APPROPRIATE; BUT ALSO STATED BUDGET LIMITATIONS FOR SUCH EXHIBITS HAD TO BE TAKEN INTO CONSIDERATION. WE THINK SUCH AN EXHIBIT WOULD BE USEFUL.

3. EMBASSY'S SUGGESTIONS:

A. IF THE EXHIBIT PROPOSED BY YADKOV IS NOT FEASIBLE FINANCIALLY, THAT CONSIDERATION BE GIVEN TO SOME KIND OF PROMOTIONAL EVENT SUCH AS A TECHNICAL SALES SEMINAR FOR ALL BALKAN COUNTRIES INCLUDING TURKEY SINCE THEY ARE ALSO LARGE TOBACCO PROCESSORS.

B. THAT U.S. TOBACCO EQUIPMENT MANUFACTURERS BE ENCOURAGED TO CONSIDER THE BULGARIAN MARKET AS ONE OF HIGH POTENTIAL, PARTICULARLY SINCE BULGARIA IS A LARGE PRODUCER OF TOBACCOS AND THE LARGEST EXPORTER OF CIGARETTES IN THE WORLD.

4. INCIDENTALLY, BULGARSKI TYUTYUNI CONTINUES TO BE INTERESTED IN A LICENSING ARRANGEMENT WITH PHILLIP MORRIS FOR THE BULGARIAN PRODUCTION OF MARLBORO AND OTHER CIGARETTES DESPITE RECENT AGREEMENTS SIGNED WITH R.J. REYNOLDS (WINSTON) AND THE FRG FIRM REEMTSMA FOR PRODUCTION OF ASTOR CIGARETTES. WHEN QUESTIONED BY AMBASSADOR ABOUT CAPACITY OF BULGARIAN MARKETS GIVEN COUNTRY'S SIZE AND THE LARGE NUMBER OF CIGARETTE BRANDS PRESENTLY PRODUCED, YADKOV RESPONDED BY STATING THAT YUGOSLAVIA HAS NINE SUCH ARRANGMENTS, AUSTRIA 14, AND THE FRG 19. HE CLEARLY THINKS THERE IS STILL ROOM FOR ADDITIONAL SUBSTANTIAL LICENSING ARRANGEMENTS.
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